

Lehigh
Radio
Network

WLRN

640 KC

Intercollegiate
Broadcasting
System

NEWS LETTER

Vol. 1, No. 3

Lehigh University, Bethlehem, Pa.

March, 1951

In March two things are inevitable: taxes and hour exams. Take your pick: the "opportunity to improve your grades"; the opportunity to pick up the latest and greatest in static and surface noise from WLRN. (Taxes are better left alone.)

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SO YOU WANNA HEAR THE EASTERNS? Uh, uh; not this year. Penn State (site of this year's matches March 9 and 10) ruled its campus station couldn't broadcast the meet, and the Eastern Intercollegiate Wrestling Assn. backed 'em up by ruling NO station could broadcast if Penn State's couldn't. Penn State's argument: broadcast hurts the gate receipts. Our reply: aaaah. One consolation: WLRN WILL broadcast the Nationals from Grace Hall.

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PROGRAMMING: Upcoming in next six weeks: four network drama shows in cooperation with the English-Speech Radio Workshop. First production: "The Little One," by Al Morgan. Thespian blood at present being fed intravenously to the transmitter, but plasma is on the way.

Twenty-eight would-be Arcadia politicians aired platforms and qualifications in five panel discussions broadcast last month.

Scheduled for this month: 554 hours of blissfully dead air (plus 220 or so of sports, news and entertainment). Sponsors are being carefully screened for the 554.

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BUSINESS: Speaking of sponsors, Fred Meuter's new advertising campaign is under way. Aim: to bombard every local merchant with pamphlets, personal contacts and follow-ups.

Out this month: WLRN's deskpad-size University Telephone Directory, 4.0 source of publicity and local ad revenue for the station.

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ENGINEERING: Four on-campus fraternities have been hooked (up) in engineering's new cover-the-mountain-with-audio campaign; the rest will follow shortly. Off-campus hookups "look like a future project," Station Manager Ivan Park admits.

Engineering is aiding work on sound, lights, wiring and such for 1951 Spring Music Festival, upcoming next month. Programming may tape portions of the fourth annual extravaganza for rebroadcasting.

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MANAGER'S CORNER: Thanx to Earl M. Schaffer's Lehigh Printing Co. for aid in setting up and printing NEWS LETTER's stationery . . . Would like to hear from alumni as to whereabouts and such for inclusion in next edition . . . Entire station soon to undergo face-lifting: new office, new paint, new record racks.

